Rep Order# 6866084 **Ver#** 1 Status New Traffic Order# EC'd Yes

10/22/2012 9:01 AM Last Received: 10/22/2012 8:32 AM

**Showing Buylines:** All Lines

**Printed:** 

Station KSNV-TV LAS VEGAS, NV.

) .ROMNEY 4 PRESIDENT Advertiser ( ROMNEY FOR PRESIDENT **Product** 

Estimate#

Buyer STEPHANIE KINCAID

Phone# Fax#

) AMERICAN RAMBLER PRODUCTIONS Agency

138 CONANT STREET BEVERLY, MA 02494

Agency C/P1/P2/E

Flight Dates 10/24/2012 - 10/30/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

1 of 5

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

## --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

THIS IS A NEW ORDER PLS CFM LAURIE FOR AMY 10/22

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	6A-7A	WAKE	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	2	TU	6A-7A	WAKE	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	3	W-F Buyl:	6A-7A ine Comment	WAKE : 1x per day	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
	4	W-F Buyli	7A-9A ine Comment	TODAY SHOW : 2X PER DAY	:30	\$900.00	10/24-10/26	6	1	6	\$5,400.00	
	5	M-TU Buyl:	7A-9A ine Comment	TODAY SHOW	:30	\$900.00	10/29-10/30	4	1	4	\$3,600.00	
	6	M-TU Buyl:	9A-10A ine Comment	TODAY SHOW	:30	\$425.00	10/29-10/30	2	1	2	\$850.00	
	7	W-F Buyl:	10A-11A ine Comment	TODAY SHOW	:30	\$325.00	10/24-10/26	3	1	3	\$975.00	
	8	M-TU Buyl:	10A-11A ine Comment	TODAY SHOW : 2X PER DAY	:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	

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Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ) .ROMNEY 4 PRESIDENT  Product ROMNEY FOR PRESIDENT  Estimate#			Agency ( ). 138 CON BEVERI Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY								
Buyer Phone# Fax#	STEPHANIE KINCAID			Flight Dates Hiatus Weeks	10/24/2012 - 10/30/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT Ln	Day Ti	me	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9	M-TU 11	A-12P	RACHAEL RAY 2X PER DAY		:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	
10			RACHAEL RAY 2X PER DAY		:30	\$325.00	10/24-10/26	6	1	6	\$1,950.00	
11			NEWS 3 AT NOON 2X PER DAY		:30	\$425.00	10/24-10/26	6	1	6	\$2,550.00	
12			NEWS 3 AT NOON 2X PER DAY		:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	
13			DAYS OF OUR LIVES 2X PER DAY		:30	\$425.00	10/24-10/26	6	1	6	\$2,550.00	
14		-2P Comment:	DAYS OF OUR LIVES 2X PER DAY		:30	\$425.00	10/29-10/30	4	1	4	\$1,700.00	
15		-3P Comment:	DOCTORS 2X PER DAY		:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	
16			DOCTORS 2X PER DAY		:30	\$325.00	10/24-10/26	6	1	6	\$1,950.00	
17			DR.PHIL 2X PER DAY		:30	\$450.00	10/29-10/30	4	1	4	\$1,800.00	
18			DR.PHIL 2X PER DAY		:30	\$450.00	10/24-10/26	6	1	6	\$2,700.00	
19			FIRST NWS 2X PER DAY		:30	\$725.00	10/24-10/26	6	1	6	\$4,350.00	

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Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT Estimate#			Agency ( ) AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY						
Buyer Phone# Fax#		STEPHANIE KINCAID			Flight Dates Hiatus Weeks	10/24/2012 - 10/30/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	20	M-TU Buylir	4P-5P ne Comment:	FIRST NWS 2X PER DAY		:30	\$725.00	10/29-10/30	4	1	4	\$2,900.00	
	21	M-TU Buylir	5P-630P ne Comment:	NEWS 3 AT 5 2X PER DAY		:30	\$1,200.00	10/29-10/30	4	1	4	\$4,800.00	
	22	W-F Buylir		NEWS 3 AT 5 2X PER DAY		:30	\$1,200.00	10/24-10/26	6	1	6	\$7,200.00	
	23	M-TU Buylir	630P-7P ne Comment:	JEOPARDY 2X PER DAY		:30	\$1,300.00	10/29-10/30	4	1	4	\$5,200.00	
	24	W-F Buylir		JEOPARDY 2X PER DAY		:30	\$1,300.00	10/24-10/26	6	1	6	\$7,800.00	
	25	W-F Buylir	7P-730P ne Comment:	WHEEL 1X PER DAY		:30	\$1,300.00	10/24-10/26	3	1	3	\$3,900.00	
	26	M-TU Buylir		WHEEL 1X PER DAY		:30	\$1,300.00	10/29-10/30	2	1	2	\$2,600.00	
	27	W-F Buylir		NEWS3 @11 2X PER DAY		:30	\$1,200.00	10/24-10/26	6	1	6	\$7,200.00	
	28	M-TU Buylir		NEWS3 @11 2X PER DAY		:30	\$1,200.00	10/29-10/30	4	1	4	\$4,800.00	
	29	W-F	1130P- 1230A	TONITE SHOW  1X PER DAY		:30	\$500.00	10/24-10/26	3	1	3	\$1,500.00	
	30	M-TU	1130P- 1230A	TONITE SHOW  1X PER DAY		:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	

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) AMERICAN RAMBLER PRODUCTIONS KSNV-TV LAS VEGAS, NV. Rep Firm Station Agency ) .ROMNEY 4 PRESIDENT 138 CONANT STREET Sales Office ( ) PHILADELPHIA Advertiser ROMNEY FOR PRESIDENT BEVERLY, MA 02494 **Product** Salesperson ( ) AMY MCCREARY Estimate# Agency C/P1/P2/E **Buver** STEPHANIE KINCAID Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-568-6540 Hiatus Weeks Phone# Salesperson FAX# 215-568-1845 Fax# LTDay Time Program Len Rate Dates Spots/Week # of Total Total Cost Ln Daypart Weeks Spots \_\_\_\_ \_\_\_\_\_ \_\_\_ 2 31 SA 6A-7A NWS3 AT SUNRISE :30 \$350.00 10/27-10/27 2 1 \$700.00 32 SA 7A-9A SATURDAY TODAY :30 \$625.00 10/27-10/27 2 1 2 \$1,250.00 33 2 1 2 SA 9A-930A NEWS :30 \$500.00 10/27-10/27 \$1,000.00 2 2 1 34 SA 5P-630P NWS3 @5WK :30 \$675.00 10/27-10/27 \$1,350.00 1 1 \$525.00 35 SA 630P-7P **JEOPARDY** :30 \$525.00 10/27-10/27 36 11P-1130P WKD2 NWS :30 2 1 2 \$2,200.00 SA \$1,100.00 10/27-10/27 \$1,250.00 37 SA 5A-530A NEWS :30 10/27-10/27 1 1 1 \$1,250.00 38 1 1 1 SA 530A-6A NEWS :30 \$1,250.00 10/27-10/27 \$1,250.00 1 1 39 SU 6A-7A NWS-SUNRS WKND :30 \$350.00 10/28-10/28 \$350.00 40 SU 7A-8A SUN TODAY :30 \$750.00 10/28-10/28 2 1 2 \$1,500.00 41 SU 9A-930A :30 \$500.00 10/28-10/28 1 1 1 \$500.00 NEWS TDY 42 SU 930A-10A CHRIS MATTHEWS :30 \$600.00 10/28-10/28 1 1 1 \$600.00 43 4P-5P :30 1 1 1 \$2,400.00 SU FTBL NIGHT IN AMERICA \$2,400.00 10/28-10/28 44 SU 930P-10P JEOPARDY :30 \$800.00 10/28-10/28 1 1 1 \$800.00 45 SU 10P-11P :30 \$800.00 10/28-10/28 1 1 1 \$800.00 LAW & ORDER 1 2 46 SU 11P-1130P WKDN NWS 3 @11 :30 \$1,100.00 10/28-10/28 2 \$2,200.00

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT

Estimate#

Buyer STEPHANIE KINCAID

Phone# Fax# Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET BEVERLY, MA 02494

Agency C/P1/P2/E

**Flight Dates** 10/24/2012 - 10/30/2012 **Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

5 of 5

**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845

---REPORT TOTALS---

Report Totals: 147 / \$106,650.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$70,800.00 Nov 12: 52 / \$35,850.00

Sales Totals: 147 / \$106,650.00
Station Totals: 147 / \$106,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$395,000 CATV 0% KBLR 0% KINC 0% KLAS 25% KSNV 26%

KTNV 25% KTUD 1% KVCW 1% KVMY 2% KVVU 20%

XXXX 0%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE